READY-TO-EAT MEALS AT 7-ELEVEN AND THEIR IMPACT ON BANGKOK'S STREET FOOD CULTURE

BY

MISS PAVITA SANGRUENGKIT

AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF SCIENCE PROGRAM IN MARKETING (INTERNATIONAL PROGRAM)

FACULTY OF COMMERCE AND ACCOUNTANCY

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ENTITLED

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was approved as partial fulfillment of the requirements for
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ABSTRACT

Street food in Bangkok has been consistently ranked as some of the best in the world. However, there is concern and fear amongst locals that the street food culture in the city may be on the start of a decline. Changing consumer preferences have seen a surge in popularity in convenience store 'ready-to-eat' meals, particularly from 7-Eleven.

This research study aims to explore the overview of the street food and ready-to-eat meal industries, to determine consumers' attitudes, perceptions and preferences towards a street food and a 7-Eleven ready-to-eat, to determine the factors that affect their choice of preference and whether this has a direct impact on the street food industry in Bangkok, as a whole. The research design of this study incorporates both secondary and primary data, consisting of qualitative research via in-depth interviews and quantitative research via an online questionnaire.

Respondents were categorised into two groups – the 7-Eleven consumer and street food consumer groups. From there, the research findings report the key differences and similarities between the two groups based on a variety of factors such as demographics, level of satisfaction of both meals as well as general attitudes and social impact. A cluster analysis was also done to compare the different segments that exist in the street food group.

The research findings illustrated that there while there were some notable differences between them, the two groups overall had little statistical significance in differences as a whole. Despite that however, the lack of significance between the two groups can also be interpreted as a positive result as this result can be interpreted and explained by the fact that consumers of both 7-Eleven and street food are also consumers of the other. Therefore the resulting impact caused by the increase in popularity of 7-Eleven ready-to-eat meals is minimal.

Keywords: street food, 7-Eleven, ready-to-eat meals

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MISS PAVITA SANGRUENGKIT

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CHAPTER 1
INTRODUCTION

1.1 Introduction

Bangkok has long been synonymous with street food. Street food holds huge historical and cultural significance for the city and its people, most of whom would consider eating out at a local street vendor or hawker to be a large part of Thai tradition and culture.

However, this love affair with street food has been slowly shifting over the past few decades. As Bangkok continues to oversee economic growth and development, higher work demands are increasingly placed upon the working population and forcing many to lead busier lives. This shift in consumer lifestyle coincided with the rise of the convenience store culture in Bangkok, which began with the opening of the first 7-Eleven store in 1989.

Today 7-Eleven, owned and operated by the Chareon Pokphand Group, is Thailand’s leading convenience store chain with over 7,000 stores, as of 2013, scattered nationwide (Fernquest, 2013). One of 7-Eleven’s best-selling products is its ‘ready-to-eat’ meals range, which is particularly popular amongst the younger generation. This growing surge in popularity for these convenience store ready meals therefore poses a question of uncertainty over the impact this may have on the livelihoods of local street food vendors and the future state of Bangkok’s street food scene.

1.2 Research Purpose

This study is a contemporary topic in applied marketing, investigating a Thai societal issue. This topic is hugely important and relevant to Thailand as it investigates the possible impact this shift in consumer purchasing and preference may have on the lives of Bangkok’s street food vendors as well as the culture of Bangkok’s street food as a whole.

This research study was conducted with the purpose of understanding Thai consumers’ current attitudes, perceptions and preferences towards both 7-Eleven ready-to-eat meals and street food meals in Bangkok, and whether consumers' preference will cause any impact on Bangkok's street food industry.

As a researcher and a member of Gen Y, this particular research topic was an intriguing one to study. Unlike the baby boomers or Gen X generation, many Thai-born Gen Ys and millennials have grown up with the 7-Eleven brand and are familiar with its products and stores. This research study aimed to explore whether the growing popularity of 7-Eleven ready-to-eat meals, one of 7-Eleven's most popular food range, would impact lives of street food vendors and thus the culture of street food in Bangkok. Therefore, this topic felt highly relevant and it was fascinating to explore the potential results of the research and predicting future consumer trends.

1.3 Research Objectives

- To study the overview of the street food industry and the "ready-to-eat" meals industries in Bangkok.
- To determine consumers' attitudes and perceptions towards a 7-Eleven ready meal and street food meal.
- To investigate the determining factors and rationale that influence consumers to prefer one meal to the other.
- To determine the level of impact this preference has on the street food industry.

1.4 Research Scope

The primary scope of this research study was to determine whether 7-Eleven ready-to-eat meals cause a direct impact on the sales of street food, as well as on the street food vendors, industry and culture. This was measured by determining the varying degrees of consumers' attitudes and perceptions towards a street food and a 7-Eleven ready-to-eat meal and the factors that influence their choice of preference.

The research conducted for this study involved the use of both secondary and primary data, qualitatively via in-depth interviews and quantitatively via an online questionnaire. The important questions asked this in study explored the consumers' level of satisfaction and preference of both street food and 7-Eleven ready-to-eat meals. All in-depth interviewees and questionnaire respondents must be consumers of both these meal types in the past month.

CHAPTER 2
REVIEW OF LITERATURE

2.1 Evolution of Fast Food in Thailand

Thailand's love affair with fast food began long ago, before chained fast food stores or convenience stores even entered or became popular in the market. The country's adoption to "fast food" can be summed up into three different historical 'generations' or stages (Chavasit et al., 2014).

Traditionally, Thai "fast food" can be bought from local street vendors, food stalls or hawkers located all over the country and particularly in Bangkok. This represented the first generation of fast food businesses in Thailand. The second generation began in 1985 when westernised multinational fast food chains or franchised restaurants began entering the Thai market. Meanwhile, the third generation came about in 1989 when branded convenience stores began operating in 1989 with the opening of the first 7-Eleven in Thailand on Patpong Road (Chavasit et al., 2014).

These three generations summed up the slow change in consumers' perception and purchasing behaviour of fast food in Thailand over the past 30 years (Chavasit et al., 2014). This article provided a concrete backstory to the history of fast food culture in Thailand, which overall contributes to a better understanding and judgement of the state of Thailand's fast food culture today.

2.2 Thailand's Street Food Industry Trends

Accordingly to Euromonitor (2016), the key deciding factors that influence the success of street food stalls consist of factors such as location, price, quality and taste of their products, affordability and convenience. On the other hand, food hygiene, healthy cooking methods and fresh ingredients are the deciding factors of concern for street stalls. Street vendors must adjust themselves in order to meet these customers' evolving needs and demands in order to continue successfully operating (Euromonitor, 2016).

Street stalls can be found in high foot traffic areas, such as the side of streets or highways. Despite the fact that these street stalls provide affordable meals for office workers, a taste of the local cuisine for foreigners and are a deeply engrained part of the local community, “authorities have tried to curb them in many locations in Bangkok, as they are deemed to interrupt pedestrian traffic and for health reason” (Euromonitor, 2016). This means that the number of street stalls is expected to decrease substantially and authorities begin to enforce the “policy towards eradicating these street stalls” (Euromonitor, 2016).

This article summarised the key deciding factors in the success or failure of street stalls from the consumers’ perspective. It also provided a better understanding of the current issues facing street food stalls in Thailand.

2.3 Bangkok’s Disappearing Street Food Scene

Modern day Bangkok is considered to be one of the world’s most popular street food cities with a historically and culturally rich street food scene. CNN has ranked Bangkok as the number one street food city in the world two years running (Shea, 2017) and is a popular food option for both local Bangkokians looking to dine cheaply and quickly as well as visitors looking to immerse in the local culture and cuisine.

Despite this however, Bangkok is currently witnessing many popular street food destinations slowly close down in recent times in a number of districts including Ari, On Nut, Sam Yan, Thonglor, Ekkamai and Phrakanong (Sananvatananont & Tun-Atiruj, 2017). Most notably Soi Sukhumvit 38, a hugely popular local and tourist street food hotspot, was forced to shut down in late 2016 as its food vendors forcibly removed by the Bangkok Metropolitan Administration (BMA) in an effort to make way for new construction developments in the area and to ‘clean up’ the city (Sauers, 2016). Soi Sukhmvit 38 is one of many areas where street vendors are facing eviction and there is growing concern from locals that the city stands to lose the authenticity of local communities through available street food options that attracted both locals and foreigners to the area in the first place (Sauer, 2016).

Sauer (2016) summarises the importance of street food in Bangkok and the reasons why efforts must be made to preserve it. “Street food is Bangkok’s treasure. We cannot lose it” (Sauer, 2016).

2.4 Problems due to lack of Street Food Regulations

Street food vending in Thailand is considered an informal trade and therefore remains largely unregulated and unprotected by the local council and government. This is not uncommon amongst the street food scene in many other developing countries. Vendors’ poor street food handling practices poses a major concern over the health and safety of consumers (Alimi, 2016).

Alimi (2016) writes that poor food handling can lead to outbreaks of street food-related illnesses, resulting in a “heavy drain on the purse of individuals and governments in the developing countries due to huge spending involved” towards the prevention, maintenance and treatment of these illnesses. These illnesses are often caused by the following three major factors: poor vending environments, excess of chemicals in the food, and microbial hazards.

This underlines some of the factors and problems that arise as a result of lax street food regulations and poor vending practices, which affects both the consumers and the government (Alimi, 2016). This article however, does not offer solutions as to how street food regulations in these countries can be improved upon and who should be responsible.

2.5 Unionisation: The Solution?

Despite Bangkok being a city world renowned for its street food, there are only 287 ‘official’ locations in the city where street vendors are legally allowed to operate and are authorised by the municipal authorities (Bhowmik, 2005). This seems strange for a city with over an estimated 100,000 street vendors (Bhowmik, 2005), forcing over 75% of those vendors to operate on unauthorised land. Bhowmik (2005) points to the insufficient number of official sites and the limited number of areas covered by these official sites leading vendors to resort to illegal circumstances in order to make a living. These vendors are often subjected to raids and evictions, frequently made the scapegoat by the authorities for clogging up Bangkok’s notorious traffic problems. However despite the authorities' claim, Bhowmik (2005) also argues that there has been no evidence to suggest that street vendors are the direct cause of Bangkok's traffic problems, as they "operate on pavements and not roads".

Bhowmik (2005) further adds that an interesting point of note about Bangkok's street vendors is that they are not unionised. With such a large number of people working in the street vending industry in Bangkok, despite it being an informal trade, Bhowmik (2005) believes that the formation of a legalised union for street vendors can help to alleviate some of the problems they regularly face from the authorities and provide them with the protection, recognition and government support they need to continue plying their trade successfully.

This article has offered a variety of interesting statistics as well as a potential idea that could slowly help to resolve the fight between Bangkok's authorities and its street vendors. Having said that, it is unknown whether this author believed this could be implemented successfully as he does not provide any further steps as to how this could be achieved.

2.6 CP-ALL's Growth

Thailand is considered to be South East Asia's capital for convenience stores. 7-Eleven, owned and operated by CP-ALL, controls a whopping 69% the local market share or approximately 7,000 stores nationwide of as 2013 with plans to grow to 10,000 stores by 2018. Meanwhile, the number of convenience stores in Thailand has been projected to reach up to 30,000 between 2018 and 2023 (Fernquest, 2013). The convenience store boom in Thailand has coincided with an increasingly sophisticated and affluent local consumer base, which is "looking for ways to save time on their weekly food shopping" (Fernquest, 2013).

This website helped to highlight both the growth of the convenience store business in Thailand as well as the increase in consumer acceptance of purchasing from modern trade over the last 30 years. The eventual results of this research has helped to confirm the validity of this author's claims as well as explore where future consumer trends is heading towards.

2.7 Thailand's Ready Meal Industry Trends

Euromonitor (2015) has reported that in 2015, "ready meals achieved a retail value growth of 13%, with sales of (close to) 7 billion baht", of which Charoen Pokphand Foods has a retail value share of 43%. Euromonitor (2015) further states that CPF has been "very active in its production development and marketing activities" and has also lowered the price of its products as a means of increasing sales and competitiveness. Rising demand for CPF's products throughout its retail outlet, 7-Eleven, has been cited as one of the main reasons for CPF's continued dominance as a market leader in the industry (Euromonitor, 2015).

On the flip side, the rise in consumer health awareness and increased competition are the cited reasons for the slower projected industry growth, as health conscious consumers are likely to stray away from ready meals believing it to be "less nutritious than fresh food" (Euromonitor, 2015). However, this does not seem to be a problem when the issue comes to price. The price gap between street food and ready meals is becoming less significant in the eyes of consumers, as these products' primary target is the middle-to-high income consumer. For CPF, the biggest selling points in its ready meals range are its variety of product offers and convenience (Euromonitor, 2015). Despite that, "some consumers perceive that the portion size of products in frozen ready meals is smaller than that of street food, which causes them to think that street food is better value-for-money" (Euromonitor, 2015).

This article helped to summarise key trends in the ready meals industry and the key consumer factors associated with the CPF or 7-Eleven's ready-to-eat meals. Based on this article, this research study will take an additional step further by determining these consumers' level of satisfaction and preference for CPF or 7-Eleven's ready-to-eat meals, a topic which was not covered or mentioned by Euromonitor's report.

2.8 7-Eleven pushes its Food & Beverage SKUs

7-Eleven stores stock approximately between 2,500-3,000 SKUs of products, which can be largely divided into two main categories: Food & Beverage and Non-Food. The Food & Beverage category consists of drinks, processed foods and "food service", which are products designed and sold exclusively at 7-Eleven stores such as the ready-to-eat meals range, sausages and other chilled or frozen foods (Supasansanee & Kasiphongphaisan, 2009). Meanwhile, the Non-Food category consists of general consumer products such as shampoos, soaps and other everyday items.

In 2007, CP-ALL reported that 51% of products sold at 7-Eleven stores were Non-Food items and the other 49% Food & Beverage. However by 2014, Food & Beverage now accounted for 72% of all SKUs, leaving the non-food category far behind (CP ALL PCL, 2015). Buttel (2008) believes the reason for this shift is because the Food & Beverage category is able to generate higher profit margins for 7-Eleven. Although the Non-Food items are traditionally what attract customers into the store, the trend seems to suggest that they are now being increasingly compromised to make way for more Food & Beverage items.

Supasansanee & Kasiphongphaisan (2009) added that 7-Eleven are focussing more and more on ready-to-eat food and drink products in order to “cater to the lifestyle of the Thai people that have less time and are always in a rush”. Interestingly, this statement seems to be aligned with CP-ALL’s claims that they are continuously studying and adapting to their customers’ changing needs and expectations to be in line with new trends and market changes (CP ALL PCL, 2015).

This article offers great insights in 7-Eleven’s shift in product strategy, moving from a Non-Food to a Food & Beverage focus over the last decade. In short, CP-ALL’s decision for its 7-Eleven’s product mix shift is not simply the based on generating even higher profits, but it also answers to consumers’ increasing demand for ready-to-eat products.

2.9 7-Eleven Rebranding & Sales Success

In 2008, 7-Eleven launched a rebranding campaign in an attempt to relaunch themselves. 7-Eleven were on the back of heavy criticism at the time, with the public slating that the company is to blame for the death of the local convenient mom’n’pop stores. In an attempt to move away from the negative press, 7-Eleven repositioned themselves from being a “convenience store” to a store “stuffed with convenience” – clever Thai wordplay that cites ‘stuffed’ to mean a full stomach (Manager.co.th, 2014).

Within the first 12 months, 7-Eleven oversaw an incredible 16.5% increase in sales and a whopping 33.1% increase in profits in their Food & Beverage category. The company also reached one million units sold per month in their ready-to-eat meals range for the first time (CP ALL, 2009).

This article has summarised the successful rebranding attempt by 7-Eleven, which has proved to be very successful and resulted in a huge increase in both sales and profits. 7-Eleven had managed to minimise many of the negative comments with regards to local mom'n'shops by emphasising on the food sales as opposed to everyday consumer products.

2.10 7-Eleven's "Pinto" Boxes

In June 2016, 7-Eleven released its latest ready-to-eat meal product line with the launch of the "Pinto" lunchbox. Pintos refer to the pack-at-home lunched boxes, traditionally used by children and adults to take to school or work respectively.

The launch of the 7-Eleven branded pintos sparked a major discussion amongst the public about the effects these lunchboxes may have on the street vendors, particularly those who specialise in made-to-order or pick-and-choose meals. In an interview conducted by ThairathTV (2016), many street vendors stated that they did not feel their sales should drop as a result these pintos. Although the pintos offered great convenience, the street vendors believed that their customers still demanded meals that were made fresh daily and thus were not concerned by 7-Eleven selling these pintos.

Meanwhile, the general online public came out in full support of these street vendors, most of who took to social media and local forums to make their voice heard. Following only two weeks since the launch of the pinto lunchbox, 7-Eleven announced the immediate withdrawal of the product line from its three soft launch stores amidst a storm of complaints on social media (Sananvatananont, 2016).

This article greatly highlights the power of consumers in the social media and online world in Thailand. This particular incident resulted in a huge PR nightmare for 7-Eleven, which goes onto illustrate the level of support the Thai public can have towards its local street vendors, especially when they are up against a conglomerate like 7-Eleven.

CHAPTER 3
RESEARCH METHODOLOGY

To successfully answer this research study's set list of objectives, various forms of data must first be collected and analyzed. Thus, the main sources of data gathered throughout this study were collected using exploratory and descriptive research methods, by collecting both secondary and primary sources via qualitative and quantitative analysis respectively.

3.1 Secondary Research

Exploratory secondary research was conducted heavily in the initial stages of the research study as well as continuously throughout the entire research process. The purpose of conducting secondary research was to provide a solid knowledge foundation of the street food and ready-to-eat meal cultures and industries in Bangkok, to better understand the products available at 7-Eleven and CP and to explore related consumer trends or information that could potentially affect attitudes and perceptions in their decision to consume either meal type. This stage of the data collection process also proved hugely important in the design of in-depth interview questions later down the research process pipeline.

The majority of secondary research data collected for this study was found using online web portals, such as Google Scholar and Euromonitor International. Other relevant sources of data and statistics were obtained through academic journals, books, research papers, company annual reports as well as online forums and online newspaper articles.

3.2 In-Depth Interviews

After collecting sufficient secondary research data, in-depth interviews were then conducted with the purpose of gaining new and deep insights into the target consumers' behaviour, attitude and perception towards street food and 7-Eleven ready-to-eat meals as well as determining the deciding factors or rationale behind their preferred meal of choice. This stage of the data collection process was extremely useful and proved influential in directing the research study's questionnaire design as well in supporting the research results and recommendations to be found later in this study.

Interviewees were asked on their behaviour, attitudes, perceptions and reasons for consuming both street food and 7-Eleven ready-to-eat meals. In addition, interviewees were also questioned on their preferred meal of choice and whether they believed their choice impacts street food vendors or the street food culture in Bangkok overall.

3.3 Questionnaire

The questionnaire was designed and accordingly adjusted after gaining valuable insights from the in-depth interviews. The purpose of the questionnaire was to gather data on the target consumers' profile, behavior, attitude and perceptions towards street food and 7-Eleven ready-to-eat meals. This stage of the data collection process was the essential ingredient in determining any significant relationships or correlations between the two groups of consumers, street food and 7-Eleven, against a variety of consumption-related factors. This data also helped to quantify and confirm the authenticity of the research findings and thus paving the way for the resulting recommendations to follow.

Questionnaire respondents were asked questions based on their behaviour, attitudes and perceptions towards both street food and 7-Eleven ready-to-eat meals. The questionnaire was broken down into eight main parts:

- Part 1: Screening Questions
- Part 2: Food Consumption Levels
- Part 3: 7-Eleven ready-to-eat meal behaviour and perception
- Part 4: Street food meal behaviour and perception
- Part 5: 7-Eleven versus street food beliefs
- Part 6: General Attitude Statements
- Part 7: Social Impact Statements
- Part 8: Demographics

3.4 Sampling Plan and Data Collection

Due to the limited time constraints, both the qualitative and quantitative methods were conducted using convenience sampling. All in-depth interviewees and questionnaire respondents are Thai men and women, aged between 20-65 years old and have consumed both a street food and 7-Eleven ready-to-eat meal at least once in the past month.

3.4.1 Sample Size

For the in-depth interviews, a total sample size of of six interviews were carried out; consisting of two male and four females, aged between 20-55 years old, living in Bangkok. All interviewees are recent consumers of both street food and 7-Eleven ready-to-eat meals of varying degrees of consumption.

For the questionnaire, a total sample size of 152 respondents completed the questionnaire; consisting of Thai men and women aged between 20-65 years old. All questionnaire respondents are recent consumers of both street food and 7-Eleven ready-to-eat meals of varying degrees of consumption.

3.4.2 Sample Recruitment and Data Collection

All in-depth interviewees were recruited through the researcher's personal contacts. The minimum selection criterion for all interviewees was that they must be consumers of both street food and 7-Eleven ready-to-eat meals within the past month *(See Appendix A: In Depth Interview).* These in-depth interviews were conducted either over the phone or face-to-face with interviewees, taking approximately 30-60 minutes per interview. The phone interviews were conducted at a convenient time for the interviewee, whilst face-to-face interviews were conducted convenience locations. The data collection period lasted two months, from November to December 2016.

All questionnaire respondents were recruited either through the research's personal contacts or those contacts' contacts. The minimum selection criterion for all interviewees was that they must be consumers of both street food and 7-Eleven ready-to-eat meals within the past month *(See Appendix C: Questionnaire).* The questionnaire was created using Google Forms and initially piloted to selected respondents and mistakes were eliminated prior to its public launch. The questionnaire was launched and later distributed in social media platforms, such as Facebook and Line, and in online forums, such as Pantip. The length of the questionnaire was designed to take between 10-15 minutes for respondents to complete. The data collection period lasted two months, from February to March 2017.

3.5 Identification of Key Variables

One of the key objectives in this study is to determine consumers' attitudes and perceptions towards a 7-Eleven ready meal and a street food meal and the factors that influence their preferred meal of choice. Therefore based on the information collected during the in-depth interview stage, the conceptual framework for independent and dependent variables to be used throughout the quantitative analysis has been created and listed as follows *(See Table 3.1).*

Table 3.1: Key Research Variables in Quantitative Analysis

Variable	Research Variable
Independent	Demographics Consumption Behaviour
Dependent	Meal Preference Meal Attitudes/Beliefs Meal Satisfaction Social Impact

3.6 Data Analysis

In-depth interviews were conducted with the purpose of analysing qualitative data by identifying key consumer insights and understanding the target consumer profile in order to successfully pinpoint the key factors that affect consumers' attitudes, perceptions and consumption preference. The interviews were relatively unstructured, however points were noted of their consumption levels, their preference and the reasons for their preference. This was asked in order to identify any patterns of similarities or differences amongst the interviewees, which could be used to interpret, analyse and answer the research objectives.

The questionnaire was conducted with the purpose of quantifying and confirming the accuracy of the qualitative in-depth interviews. Questionnaire results were screened, cleaned and coded into the Statistical Package for the Social Sciences (SPSS) and then analysed for quantitative data present in the completed questionnaires. Various forms of data was extracted and interpreted using different SPSS functions such as frequencies, means, t-test, ANOVA, cluster analysis and other appropriate statistical analyses.

CHAPTER 4
RESULTS AND DISCUSSION

This research study incorporates both qualitative and quantitative data, which was gathered through the use of in-depth interviews and an online questionnaire. In-depth interviews provided great insights into the attitudes and perceptions of consumers towards street food and 7-Eleven ready-to-eat meals, which helped in the identification of key factors that influence their preferred meal of choice. Meanwhile, the questionnaire was designed to help quantify and confirm the relevancy of the chosen factors in the in-depth interview stage. SPSS was used to analyze the quantitative questionnaire data, by utilizing program functions such as frequencies, means, t-tests, one-way ANOVA and cluster analysis.

4.1 Qualitative Data Results

The qualitative research of the study was conducted through in-depth interviews with recent consumers of both street food and 7-Eleven ready-to-eat meals. In total, six people were interviewed; two males and four females, aged between 20-55 years old, living in Bangkok with varying degrees of consumption for both meal types. *(See Appendix B: Demographic of In-Depth Interviewees)*. Based on the collected data, the qualitative research findings are reported as the following.

The consumption of 7-Eleven ready-to-eat meals was more prominent amongst the student to working age interviewees. Five of the six interviewees were aged 40 and below and all stated they consumed a 7-Eleven ready-to-eat meal at least once or twice a week. It is important to note, however, that regular consumers of 7-Eleven meals also consumed street food at varying consumption levels depending on lifestyle.

Interviewees that worked in the city centre were also heavier consumers of 7-Eleven meals overall. These interviewees worked in highly dense and populated business districts of Bangkok, such as Asoke, Ekkamai and Sathorn. They further stated that they lived fair busy and hectic lifestyles and spent a lot of their time at work. Meanwhile, interviewees who worked in Bangkok's suburban areas were heavier consumers of street food.

With regards to time of meal consumption, most interviewees agreed that they generally consumed street food at all hours of the day – from breakfast to supper. On the contrary, these interviewees mentioned they generally consumed 7-Eleven meals for “specific occasions or purposes”, such as during peak working hours when there is little time to eat, or very late at night when there are few other alternative options. “I eat 7-Eleven only when I have to”, said one interviewee.

All interviewees believed 7-Eleven ready-to-eat meals contained more added preservatives, chemicals or sodium compared to street food and is a meal they should not be consuming regularly or everyday. Despite that, many interviewees said that this was something they had to or were wiling to compromise as they already lacked the time to eat their meals and other meal options were located too far. One of the interviewees who worked in the city center said she was unlikely to reduce her 7-Eleven meal consumption and if anything she was likely to consume even more frequently.

Two of the interviewees also revealed that they often purchased 7-Eleven ready-to-eat meals in bulk, restoring them in the fridge and reheating the meals when they needed to. They felt that they did not do this with street food meals, as it cannot keep as long in the fridge. However when all interviewees were asked about street food meals, they all perceived it to be healthier than 7-Eleven’s ready-to-eat meals, albeit it was less hygienic.

On the topic of the interviewees’ attitudes and perceptions towards the company 7-Eleven, results were mixed. One interviewee said she has a very negative perception of 7-Eleven. She believed that 7-Eleven’s ready-to-eat meal range has directly affects many local food stores and street carts’ profits, forcing them to close down. She also stated that she even tried to go out of her way to seek other meal options than to consume 7-Eleven’s ready-to-eat meals. Despite this, she continued to consume 7-Eleven around once to twice a week out of necessity, as there are few food options near her home.

On the other end of the spectrum, another interviewee said that 7-Eleven’s sale of the ready-to-eat meals range simply offered consumers an alternative to street food, but 7-Eleven does not directly affect street food sales. She believed these two meal types catered to very different target markets and that it was more likely that street food vendors were competing against themselves rather than against the ready-to-eat meals at 7-Eleven. Meanwhile, the rest of the interviewees felt relatively neutral on this matter, although many argued that street food vendors are continuing to do well and is unlikely to disappear anytime soon.

When interviewees were asked which meal they preferred consuming between street food and 7-Eleven ready-to-eat meals, all answered street food, which was a very interesting finding. Most interviewees generally agreed that if people were given the freedom to choose, they were unlikely to choose 7-Eleven. One interviewee suggested that instead of asking for the "preferred meal"; why not ask the "frequency of meal consumption" for a more accurate determination of which meal interviewees preferred.

When interviewees were asked about which factors they felt influenced their decision to consume street food and 7-Eleven ready-to-eat meals, the following factors were mentioned:

Factors that influenced their decision to consume 7-Eleven ready-to-eat meals: convenience, location proximity, availability (can find a 7-Eleven everywhere), familiarity with the menu options, standardized taste, always open.

Factors that influenced their decision to <u>not</u> consume 7-Eleven ready-to-eat meals: small portions, expensive, not fresh, added preservatives or chemicals, destroy other businesses.

Factors that influenced their decision to consume street food meals: ability to customize meals to liking, variety of food choices, freshness, high quality, value for money, delicious, can be a social meal or outing.

Factors that influenced their decision to <u>not</u> consume street food meals: inconsistency in the food or service offering, hygiene, long waiting time, lack of seating, cannot dine during peak hours.

4.2 Quantitative Data Results

The quantitative research of the study was conducted through an online questionnaire with recent consumers of both street food and 7-Eleven ready-to-eat meals. This data was analyzed using the Statistical Package for Social Sciences (SPSS). In total, 152 respondents completed the questionnaire; 48 males and 104 females with varying degrees of consumption for both meal types. Based on the collected data, the quantitative research findings are reported as the following.

4.2.1 Segmentation

Respondent segmentation was based on one key question in the questionnaire. In Question 2c *(See Appendix C: Questionnaire)*, respondents were asked to select type of food they consumed more often between street food and 7-Eleven ready-to-eat meals. Respondents that selected 7-Eleven to this question, were categorised as the "7-Eleven consumer" group, and those who selected street food were categorised as the "street food consumer" group.

Out of a total of 152 questionnaire respondents, 26 respondents belonged to the 7-Eleven group or 17.1% of the total sample size. The street food group, consisting of 126 respondents, made up the rest of the sample size with 82.9% of all respondents belonging to this group.

4.2.2 General Information

Table 4.1: Respondents' Demographics – Age, Gender, and Income

Respondents' Demographics		Preference				Chi-Square	Sig
		7-Eleven (N=26)		Street Food (N=126)			
		N	%	N	%		
Age	Under 18	0	0.00%	0	0.00%	12.933	0.005
	18-24	4	15.40%	2	1.60%		
	25-34	18	69.20%	93	73.80%		
	35-44	4	15.40%	19	15.10%		
	More than 45	0	0.00%	12	9.50%		
Gender	Male	2	7.70%	46	36.50%	8.283	0.004
	Female	24	92.30%	80	63.50%		
Income	Less than 20,000	6	23.10%	22	17.50%	14.045	0.015
	20,000-29,999	6	23.10%	24	19.00%		
	30,000-39,999	0	0.00%	30	23.80%		
	40,000-49,999	4	15.40%	18	14.30%		
	50,000-59,999	0	0.00%	11	8.70%		
	More than 60,000	10	38.50%	21	16.70%		

There were three key statistically significant demographic factors in the quantitative analysis that clearly distinguished differences between the 7-Eleven and street food consumer groups.

The first factor is age. The 7-Eleven group consisted of predominantly younger people, with 15.4% of respondents aged 18-24, and compared to the street food group with only 1.6% of respondents in the same age group. On the other end of the spectrum, the street food group are much older in comparison. This group has 9.5% or 12 respondents aged 45 and over, whereas the 7-Eleven group has none.

The second factor is gender. Females made up a huge percentage of the 7-Eleven group at 92.3%. Males, on the other hand, tended to prefer street food as they made up 36.5% of the total street food group.

The third factor is income. 7-Eleven consumers tended to be wealthier overall with 53.9% or 14 respondents in this group earning 40,000 baht or more per month. This contrasts greatly to the street food group, where 60.3% or 76 respondents in this group earning 40,000 baht or less per month.

Table 4.2: Frequency of Meal Consumption

Frequency of Meal Consumption		**Preference**				**Chi-Square**	**Sig**
		7-Eleven (N=26)		**Street Food (N=126)**			
		N	**%**	**N**	**%**		
Frequency of 7-Eleven Consumption	Less than once a month	4	15.40%	43	34.10%	19.664	0.001
	Less than once a week	6	23.10%	39	31.00%		
	1-2 times/week	8	30.80%	34	27.00%		
	3-4 times/week	8	30.80%	6	4.80%		
	5-6 times/week	0	0.00%	4	3.20%		
	More than 7 times/week	0	0.00%	0	0.00%		
Frequency of Street Food Consumption	Less than once a month	4	15.40%	4	3.20%	26.914	0.000
	Less than once a week	4	15.40%	8	6.30%		
	1-2 times/week	14	53.80%	29	23.00%		
	3-4 times/week	4	15.40%	39	31.00%		
	5-6 times/week	0	0.00%	26	20.60%		
	More than 7 times/week	0	0.00%	20	15.90%		

Looking at the frequency of meal consumption of 7-Eleven ready-to-eat meals and street food meals, there are some key differences for both consumer groups.

The 7-Eleven consumers, unsurprisingly, consumed 7-Eleven ready-to-eat meals more often than the street food consumers, with 61.6% of this group consuming 7-Eleven between 1-4 times per week. Meanwhile, 65.1% of the street food consumers consumed 7-Eleven between less than once a week; 34.1% of who consumed 7-Eleven less than once a month.

The street food consumers, also unsurprisingly, consumed street food a lot more than the 7-Eleven consumers. 67.5% of the street food group consumed street food at least 3-4 times per week; 15.9% of who consumed street food more than seven times per week. Meanwhile, 84.6% of 7-Eleven consumers consumed street food 1-2 times per week or less.

Table 4.3: Meal Consumption Behaviour

Meal Consumption Patterns			**Meal Preference**				**Chi-Square**	**Sig**
			7-Eleven (N=26)		**Street Food (N=126)**			
			N	**%**	**N**	**%**		
7-Eleven Consumption Patterns	When	Breakfast	4	15.40%	33	26.20%	9.298	0.054
		Lunch	10	38.50%	29	23.00%		
		Dinner	12	46.20%	40	31.70%		
		Late Night Supper	0	0.00%	20	15.90%		
		Snack	0	0.00%	4	3.20%		
Street Food Consumption Patterns	When	Breakfast	0	0.00%	9	7.10%	3.243	0.518
		Lunch	16	61.50%	63	50.00%		
		Dinner	10	38.50%	50	39.70%		
		Late Night Supper	0	0.00%	1	0.80%		
		Snack	0	0.00%	3	2.40%		
	Where	At/Near Home	4	15.40%	35	27.80%	17.605	0.001
		At/Near Work	10	38.50%	65	51.60%		
		At/Near School or Uni	4	15.40%	1	0.80%		
		In/During Transit	0	0.00%	1	0.80%		
		Outside	8	30.80%	24	19.00%		
	Who	Alone	4	15.40%	32	25.40%	12.909	0.012
		Friends	14	53.80%	26	20.60%		
		Work Colleagues	6	23.10%	39	31.00%		
		Family	2	7.70%	28	22.20%		
		Acquaintances	0	0.00%	1	0.80%		

There were two statistically significant differences between the 7-Eleven and street food groups, with respect to their consumption of street food meals.

The first significant factor was where they consumed their street food meal. The 7-Eleven consumers predominantly consumed their street food meals at or near their workplace, university or outside. These three locations made up 84.7% of this group of consumers' answers. Meanwhile, the street food consumers consumed street food meals at or near their home and workplace, making up 79.4% of this group of consumers' answers.

The second significant factor was whom they consumed their street food meal with. 53.8% of all 7-Eleven consumers consumed street food meals with friends, as opposed to the 53.2% of all street food consumers who consumed street food meals with either their work colleagues or family members.

In addition, there was also a notable difference in the time the two groups consumed 7-Eleven ready-to-eat and street food meals. 84.7% of all 7-Eleven consumers consumed their 7-Eleven meals for either lunch or dinner. Meanwhile, 42.1% of all street food consumers consumed 7-Eleven meals as either a breakfast or a late night supper; although the street food group overall consumed 7-Eleven meals across a wide range of times. This contrasts greatly with the same group's consumption of street food meals. Overall, most street food consumers consumed street food as either a lunch or dinner, and the same also goes for the 7-Eleven consumers as well.

4.2.3 Satisfaction

Table 4.4: Satisfaction of 7-Eleven Meals

Satisfaction of 7-Eleven Meals		Mean	SD	t	Sig
Factors	**Preference**				
Quality of Ingredients	7-Eleven	3.846	0.5435	1.076	0.064
	Street Food	3.683	0.7338	1.309	
Freshness	7-Eleven	3.462	0.5084	1.360	0.024
	Street Food	3.238	0.8043	1.820	
Portion Size	7-Eleven	3.615	0.8521	3.067	0.102
	Street Food	3.000	0.9466	3.287	
Taste	7-Eleven	4.154	0.3679	1.657	0.136
	Street Food	3.929	0.6715	2.403	
Packaging	7-Eleven	3.692	0.8376	-1.266	0.102
	Street Food	3.889	0.6954	-1.120	
Hygiene	7-Eleven	4.154	0.6748	0.866	0.123
	Street Food	4.040	0.5987	0.800	
Nutritional Value	7-Eleven	2.923	0.6276	-0.375	0.454
	Street Food	2.984	0.7796	-0.432	
Value for Money	7-Eleven	3.615	0.7524	2.352	0.058
	Street Food	3.135	0.9827	2.800	
Speed of Service	7-Eleven	4.308	0.4707	1.581	0.839
	Street Food	4.095	0.6503	1.949	
Product Variety	7-Eleven	4.308	0.6177	2.735	0.108
	Street Food	3.794	0.9149	3.521	
Price	7-Eleven	3.462	0.7606	1.697	0.144
	Street Food	3.103	1.0185	2.053	
Accessibility	7-Eleven	4.538	0.5084	0.055	0.349
	Street Food	4.532	0.5753	0.060	
Location Proximity	7-Eleven	4.615	0.4961	1.213	0.089
	Street Food	4.468	0.5753	1.338	
Customisation	7-Eleven	3.231	0.9923	0.077	0.773
	Street Food	3.214	0.9928	0.077	
Promotional Benefits	7-Eleven	3.385	0.7524	1.500	0.972
	Street Food	3.119	0.8353	1.607	

When looking at both consumers groups' level of satisfaction towards a 7-Eleven ready-to-eat meal, only one factor was statistically significant. This factor was freshness. 7-Eleven consumers were more satisfied with the level of freshness in 7-Eleven meals, compared to street food consumers.

In addition, there were also a few notable points of interest in the means between the two groups when looking at other factors. Out of the 15 factors asked in the questionnaire, 7-Eleven consumers were much more satisfied with the 7-Eleven ready-to-eat meal than the street food consumers in four categories: portion size, value for money, product variety and price.

Table 4.5: Satisfaction of Street Food Meals

Satisfaction of Street Food Meals		Mean	SD	t	Sig
Factors	**Preference**				
Quality of Ingredients	7-Eleven	3.462	0.7606	0.271	0.517
	Street Food	3.413	0.8511	0.292	
Freshness	7-Eleven	3.692	0.9282	0.241	0.109
	Street Food	3.651	0.7727	0.213	
Portion Size	7-Eleven	3.846	0.5435	-0.258	0.713
	Street Food	3.881	0.6401	-0.288	
Taste	7-Eleven	4.000	0.4000	0.735	0.010
	Street Food	3.897	0.6908	1.035	
Packaging	7-Eleven	2.846	0.7845	-0.484	0.670
	Street Food	2.929	0.7917	-0.487	
Hygiene	7-Eleven	2.846	1.1204	-0.640	0.002
	Street Food	2.952	0.6795	-0.466	
Nutritional Value	7-Eleven	3.462	0.7606	-0.595	0.297
	Street Food	3.548	0.6525	-0.538	
Value for Money	7-Eleven	3.692	0.7359	-1.401	0.349
	Street Food	3.905	0.6978	-1.352	
Speed of Service	7-Eleven	3.692	0.8376	1.467	0.971
	Street Food	3.460	0.7116	1.318	
Product Variety	7-Eleven	4.000	0.6928	-0.606	0.303
	Street Food	4.103	0.8083	-0.671	
Price	7-Eleven	3.615	0.7524	-1.507	0.079
	Street Food	3.833	0.6542	-1.374	
Accessibility	7-Eleven	3.385	0.9414	1.279	0.312
	Street Food	3.143	0.8645	1.209	
Location Proximity	7-Eleven	3.538	0.9479	1.279	0.839
	Street Food	3.286	0.9109	1.246	
Customisation	7-Eleven	4.077	0.6276	0.501	0.385
	Street Food	3.992	0.8148	0.594	
Promotional Benefits	7-Eleven	2.615	0.7524	0.713	0.316
	Street Food	2.484	0.8739	0.787	

When looking at both consumers groups' level of satisfaction towards a street food meal, two factors were statistically significant. These two factors were taste and hygiene.

7-Eleven consumers were more satisfied with the taste of street food than street food consumers. However, the street food consumers were more satisfied with the level of hygiene in street food meals than the 7-Eleven consumers.

Meanwhile, it was also worth nothing that other factors, although not statistically significant, also showed some interesting mean differences between the two consumers groups. 7-Eleven consumers were generally more satisfied with the speed of service and location proximity of street food meals than the street consumers. Vice versa, street food group were more satisfied with the value for money and price of street food meals compared to the 7-Eleven group.

4.2.4 Consumers' Beliefs

Table 4.6: Consumers' Beliefs over street food versus 7-Eleven meals

7-Eleven vs Street Food		Mean	SD	t	Sig
Factors	**Preference**				
Portion Size	7-Eleven	2.692	0.7359	1.818	0.486
	Street Food	2.365	0.8542	2.006	
Value for Money	7-Eleven	3.077	1.0926	1.510	0.380
	Street Food	2.762	0.9417	1.369	
Speed of Service	7-Eleven	4.231	0.5870	2.037	0.432
	Street Food	3.889	0.8121	2.514	
Product Variety	7-Eleven	2.923	0.7442	0.297	0.006
	Street Food	2.857	1.0786	0.377	
Price	7-Eleven	3.000	0.8944	1.579	0.077
	Street Food	2.667	0.9960	1.696	

Product variety was the only statistically different factor, when both groups were asked to evaluate which factors they believed 7-Eleven ready-to-eat meals were superior to street food meals. 7-Eleven consumers believed that the product variety in the 7-Eleven ready-to-eat meals range is superior to that of street food meals.

There were also four more factors that were not statistically significant, however had the largest mean differences between the two groups. These were portion size, value for money, speed of service and price. 7-Eleven consumers believed that 7-Eleven ready-to-eat meals were superior to the street food meal in all these four factors. Meanwhile, the opposite is true for the street food consumers for all the four factors.

Table 4.7: Consumers' General Attitudes

General Attitude		Mean	SD	t	Sig
Statements	**Preference**				
Struggle to make food decisions	7-Eleven	2.462	1.0288	-3.898	0.450
	Street Food	3.365	1.0852	-4.038	
Habit of consuming same meals	7-Eleven	2.769	0.9923	-0.872	0.031
	Street Food	3.000	1.2712	-1.025	
Not enough time to get things done	7-Eleven	3.462	0.8593	0.895	0.096
	Street Food	3.262	1.0672	1.032	
Value quantity over taste	7-Eleven	2.154	0.9672	-1.454	0.180
	Street Food	2.476	1.0409	-1.527	
Value convenience over nutritional value	7-Eleven	2.538	1.1038	-1.465	0.490
	Street Food	2.889	1.1116	-1.472	

There was one statistically significant statement with regards to both groups' differences in general attitude. The street food believed that they had a habit of consuming the same meals, more so than the street food group.

There were four additional statements with high mean differences, despite not being statistically significant. Street food consumers generally struggled to make food decisions, valued quantity over taste of the food and also valued convenience over nutritional value. Meanwhile, 7-Eleven consumers believed there was not enough time for them to get things done.

Table 4.8: Consumers' Beliefs over social impact

Social Impact		Mean	SD	t	Sig
Statements	**Preference**				
Value products by SR companies over non-SR	7-Eleven	3.769	0.4297	0.945	0.000
	Street Food	3.611	0.8292	1.411	
I view 7-Eleven positively	7-Eleven	3.385	0.6373	1.555	0.014
	Street Food	3.056	1.0377	2.117	

There were two statistically significant statements showed clear differences between the two consumer groups when looking at social impact. Based on these statements, the 7-Eleven consumers viewed 7-Eleven, as a company, in a positive light and also valued products by socially responsible companies over those that are not compared to the street food consumers.

4.2.5 Cluster Analysis

Table 4.9: Ward's method cluster membership analysis (Five-group cluster)

Ward Method	Clusters				
	1	2	3	4	5
Frequency	32	27	24	38	5
Percent	25.4%	21.4%	19.0%	30.2%	4.0%

A cluster analysis was conducted in order to get better understand the differences amongst the all the questionnaire respondents. With a total of only 26 respondents in the 7-Eleven group, this number was deemed as insufficient to be able to run a cluster analysis. On the other hand, the 126 respondents in the street food group were deemed as a large number sample to observe clearer cut differences amongst the group's members.

Table 4.10: Ward's method cluster analysis amongst street food group

Wards Method	Cluster					F	Sig.
Factors	1 (N=32)	2 (N=27)	3 (N=24)	4 (N=38)	Total (N=121)		
	Mean	Mean	Mean	Mean	Mean		
Quality of Ingredients	3.031	3.222	3.083	3.211	3.140	0.437	0.727
Freshness	2.406	2.963	2.625	2.474	2.595	1.876	0.137
Portion Size	2.250	2.815	2.083	2.395	2.388	3.830	0.012
Taste	3.156	3.704	2.542	2.842	3.058	9.289	0.000
Packaging	3.906	3.889	3.500	3.921	3.826	1.522	0.212
Hygiene	3.625	4.296	3.542	3.974	3.868	5.799	0.001
Nutritional Value	2.719	3.296	2.667	2.789	2.860	3.051	0.031
Value for Money	2.312	3.370	2.458	2.763	2.719	8.366	0.000
Speed of Service	3.750	4.148	3.667	4.000	3.901	2.309	0.080
Product Variety	2.781	3.370	2.708	2.605	2.843	3.069	0.031
Price	2.469	3.000	2.417	2.895	2.711	2.672	0.051
Accessibility	4.281	4.481	4.125	4.263	4.289	1.032	0.381
Location Proximity	4.219	4.593	4.000	4.316	4.289	3.247	0.024
Customisation	2.750	3.593	2.333	2.447	2.760	8.482	0.000
Promotional Benefits	3.719	3.593	3.500	3.632	3.620	0.381	0.767

A cluster membership analysis was further conducted in order to separate the 126 respondents into three, four, five and six groups. The five-group cluster represented the group with the clearest difference cut involving the least number of outliers. From this five-group cluster, one cluster of five respondents was eliminated from this study as this group represented the outliers. Therefore out of a total of 126 street food consumers, 121 street food consumers were clustered and categorised into four segments, based on the question asking respondents to evaluate which 15 factors they believed 7-Eleven ready-to-eat meals to be superior to street food meals on *(See Appendix C: Questionnaire).* The four segments are:

1. **Bargain Hunters (N=32 or 26.4% of street food consumers)**

This group of street food consumers were the most price sensitive segment. They believed 7-Eleven ready-to-eat meals tastes great, however it is not worth the value relative to the meal's portion size. This segment's main characteristics can be defined by its three factors with the lowest means: portion size, nutritional value and value for money.

2. **7-Eleven Loyals (N=27 or 22.3% of street food consumers)**

This group of street food consumers were the most loyal 7-Eleven consumers of all the segments. This segment believed 7-Eleven ready-to-eat meals to be better than street food meals on almost all of the 15 factors analysed, as evidenced by this segment's high factor means. This segment's main characteristics can be defined by its three factors with the highest means: taste, hygiene and location proximity.

3. **Street Food Loyals (N=24 or 19.8% of street food consumers)**

This group of street food consumers were the most loyal street food consumers of all the segments. This segment believed street food meals to be better than 7-Eleven's on a number of factors, as evidenced by this segment's low factor means. This segment's main characteristics can be defined by its three factors with the lowest means: portion size, taste and meal customisation.

4. **Variety Seekers (N=38 or 31.4% of street food consumers)**

This group of street food consumers were the most demanding in terms of options. This segment believed 7-Eleven ready-to-eat meals to be hygienic and of great value, however they want to see more product variety across 7-Eleven's menu options. This segment's main characteristics can be defined by its two factors with the highest means: hygiene and location proximity of stores.

CHAPTER 5
CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions and Managerial Implications

While the research analysis possessed some interesting and useful insights into the differences between the 7-Eleven and street food consumers, there is no doubt that the data also lacked a large number of statistical significance in many of the factors and statements asked in the quantitative questionnaire. However, the lack of statistical significance in the analysis' outcomes can also be interpreted as good news. The lack of significance between the two consumer groups greatly suggests that there are minimal differences in the consumers' characteristics as well as their attitudes and perceptions towards the consumption of both the 7-Eleven ready-to-eat meals and street food meals. It is possible to conclude that, based on these outcomes, that the increase in popularity of 7-Eleven's ready-to-eat meals amongst the public does not impact the street food industry in Bangkok.

Having said that, the lack of statistical significance and the closeness in similarities between the two groups illustrates an important piece of information for street food vendors to err on the side of caution. Although consumers do not view a 7-Eleven ready-to-eat meal or a street food offering to be significantly different from one another now, this does not mean consumers cannot be further swayed or influenced to increasingly prefer 7-Eleven ready-to-eat meals in the future. Therefore, street stalls must not rest of their laurels by finding ways to improve on their weakness factors whilst maintaining their key strengths.

The cluster analysis of street food consumers was also an interesting finding, which indicated that there are four potential segments of consumers within the group. Each of the four segments possessed fairly specific and differing traits from one another. The Street Food Loyals and Bargain Hunters segments viewed street food meals as the superior option, whilst the 7-Eleven Loyals and Variety Seekers rated the 7-Eleven ready-to-eat meals highly.

5.2 Limitations of Research

Due to the limited time constraints, data gathered throughout this research study has acquired using convenience sampling. This meant that for the quantitative analysis, the questionnaire was only spread out to respondents who happened to use social media or online forum at the time. As a result, the data lacked the spread of respondents from varied ages, such as under 18s and older than 45 populations.

Another limitation of the research study was that the sample size for the 7-Eleven consumer group was too small. This meant that the quantitative data was unable to produce a cluster analysis for the 7-Eleven group of consumers. Having that data would have resulted in a great comparison between the clusters of 7-Eleven consumers and street food consumers.

It is also plausible that the results from the social impact section of the questionnaire suffered from high levels of social desirability bias. Social impact can be considered as a sensitive topic and not all respondents were likely to answer question truthfully. This has resulted in a lack of statistical significance as well as fairly similar factor means.

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APPENDICES

APPENDIX A
IN-DEPTH INTERVIEW QUESTIONS

Screening Questions:

- Have you consumed a 7-Eleven ready-to-eat meal in the past month?
- Have you consumed a street food meal in the past month?

Questions:

- What words come to mind when you think of "street food meals"?
- Do you like eating street food?
  - If so, what do you like about eating street food?
  - If not, what do you not like about eating street food?
- How often would you consume street food?
- Who do you eat street food meals with?
- When would you eat street food?
- Where would you consume street food?
- What is your perception of street food, and its vendors overall?
- What influences you to purchase or consume street food meals?
- How do you decide which street food meals to buy or order?
- What can street food, and its vendors overall, improve on?
- What words come to mind when you think of "7-Eleven ready-to-eat meals"?
- Do you like eating 7-Eleven RTE meals?
  - If so, what do you like about eating 7-Eleven RTE meals?
  - If not, what do you not like about eating 7-Eleven RTE meals?
- How often would you consume 7-Eleven RTE meals?
- Who do you eat 7-Eleven RTE meals with?
- When would you eat 7-Eleven RTE meals?
- Where would you consume 7-Eleven RTE meals?
- What is your perception of 7-Eleven RTE meals, and 7-Eleven overall?
- What influences you to purchase or consume 7-Eleven RTE meals?
- How do you decide which 7-Eleven RTE meals to buy or order?
- What can 7-Eleven RTE meals, and 7-Eleven overall, improve on?
- Given only these two options, which meal type do you consume more often and why?
- Given only these two options, which meal type would you choose to consume and why?
- Do you feel 7-Eleven's decision to sell ready-to-eat meals impact street vendors and the street food culture overall? Why?

Demographics:

- Age
- Gender
- Occupation

- Geographical Area of Home/Work
- Income
- Education Level

APPENDIX B

DEMOGRAPHIC OF IN-DEPTH INTERVIEWEES

Interviewee	1	2	3	4	5	6
7-Eleven RTE Consumption	3-4 times/week	3-4 times/week	1-2 times/week	8-10 times/week	3-4 times/week	Less than once/month
Street Food Consumption	1-2 times/week	3-4 times/week	5-6 times/week	1-2 times/week	3-4 times/week	8-10 times/week
Age	20	26	28	31	36	55
Gender	Male	Male	Female	Female	Female	Female
Occupation	University Student	Interior Architect	Marketing Executive	Business Consultant	Secretary	Business Owner
Area of Home	Rangsit	Chatuchak	Sutthisan	Sathorn	Pinklao	Rama 2
Area of Work	-	Ekkamai	Huaykwang	Sathorn	Asoke	Rama 2
Monthly Income Range	-	15-25,000	30-40,000	70-90,000	40-50,000	40-50,000
Highest Level of Education	High School	Bachelor's	Master's	Masters's	Master's	Below High School

APPENDIX C

QUESTIONNAIRE

I am a student from the Masters in Marketing (MIM) program at Thammasat University. I am currently conducting research on consumers' attitudes and perceptions towards 7-Eleven ready-to-eat meals, to determine its impact on Bangkok's street food culture.

This questionnaire will take approximately 10-15 minutes to complete and has been designed to be used for research purposes only. All respondents' answers will be kept confidential. Please provide the most accurate and truthful information for the purposes of this study.

I greatly appreciate your time to complete this questionnaire. If you have any further questions regarding this questionnaire, please contact the researcher directly.

Part 1: Screening Questions

1a) Have you consumed a "7-Eleven ready-to-eat meal" at least once in the past three months?
*Note: "7-Eleven ready-to-eat meal" is defined, as any <u>chilled</u> meal boxes sold and available at 7-Eleven, not limit to any brand name. "7-Eleven ready-to-eat meal" in this instance does not include the frozen meal boxes nor any other chilled snacks.

- Yes (Continue to 1b)
- No (Terminate questionnaire)

1b) Have you consumed a street food meal at least once in the past three months?
*Note: "Street food meal" is defined, as made-to-order meals sold and available at street food cart, store or shophouse.

- Yes (Continue to Part 2 of questionnaire)
- No (Terminate questionnaire)

Part 2: Food Consumption Levels

2a) How often do you generally consume a 7-Eleven RTE meal in a month?

- Less than once/month
- Less than once/week
- 1-2 meals/week
- 3-4 meals/week
- 5-6 meals/week
- More than 7 meals/week

2b) How often do you generally consume a street food meal in a month?

- Less than once/month
- Less than once/week
- 1-2 meals/week
- 3-4 meals/week
- 5-6 meals/week
- More than 7 meals/week

2c) Given the option to choose between only these two types of food, which meal do you generally consume more often in a month?

- 7-Eleven RTE Meal
- Street Food Meal

Part 3: 7-Eleven RTE Meal Behaviour and Perception

3a) What time do you generally consume 7-Eleven RTE meals?

- Breakfast
- Lunch
- Dinner
- Late Night Meal
- Snack

3b) Where do you generally consume 7-Eleven RTE meals?

- At/Close to Home
- At/Close to Work
- At/Close to School & University
- In the Car/During Transit
- Outside

3c) Who do you generally consume 7-Eleven RTE meals with?

- Alone
- Friends
- Work Colleagues
- Family
- Other Acquaintances

3d) Please rate your level of satisfaction towards 7-Eleven RTE meals, based on the following features. (Scale of 1 to 5: 1 being Very Dissatisfied to 5 being Very Satisfied)

	1	**2**	**3**	**4**	**5**
Quality of Ingredients					
Freshness					
Portion Size					
Taste					
Packaging					
Hygiene					
Nutritional Value					
Value for Money					
Speed of Service					
Product Variety					
Price					
24-hour Access					
Location Proximity					
Customisation					
Promotional Benefits					

Part 4: Street Food Meal Behaviour and Perception

4a) What time do you generally consume street food meals?

- Breakfast
- Lunch
- Dinner
- Late Night Meal
- Snack

4b) Where do you generally consume street food meals?

- At/Close to Home
- At/Close to Work
- At/Close to School & University
- In the Car/During Transit
- Outside

4c) Who do you generally consume street food meals with?

- Alone
- Friends
- Work Colleagues
- Family
- Other Acquaintances

4d) Please rate your level of satisfaction towards street food meals, based on the following features. (Scale of 1 to 5: 1 being Very Dissatisfied to 5 being Very Satisfied)

	1	**2**	**3**	**4**	**5**
Quality of Ingredients					
Freshness					
Portion Size					
Taste					
Packaging					
Hygiene					
Nutritional Value					
Value for Money					
Speed of Service					
Product Variety					
Price					
24-hour Access					
Location Proximity					
Customisation					
Promotional Benefits					

Part 5: 7-Eleven versus Street Food Beliefs

5) Please provide your opinion towards the following statement. "I believe the (feature) in a 7-Eleven RTE meal is superior to a street food meal". (Scale of 1 to 5: 1 being Strongly Disagree to 5 being Strongly Agree)

	1	**2**	**3**	**4**	**5**
Quality of Ingredients					
Freshness					
Portion Size					
Taste					
Packaging					
Hygiene					
Nutritional Value					
Value for Money					
Speed of Service					
Product Variety					
Price					
24-hour Access					
Location Proximity					
Customisation					
Promotional Benefits					

Part 6: General Attitude Statements

6) Please rate the following statements. (Scale of 1 to 5: 1 being Strongly Disagree to 5 being Strongly Agree)

	1	2	3	4	5
I live a busy and hectic lifestyle.					
I have good work-life balance.					
Healthy eating is important to me.					
I often struggle to make decisions on food choices.					
I have a habit of consuming the same food consecutively over many meals.					
I don't have enough time to get the things I need to get done.					
I value foods that fill me up over the taste.					
I value foods that are convenient over nutritional value.					
I am willing to pay more for food that saves me time and hassle.					
I enjoy trying new types of food.					

Part 7: Social Impact Statements

7) Please rate the following statements. (Scale of 1 to 5: 1 being Strongly Disagree to 5 being Strongly Agree)

	1	2	3	4	5
Social responsibility is important to me.					
I consider myself to be a socially responsible person.					
I value products that are socially responsible over price.					
I value products that cater to my needs over social responsibility.					
I value products produced by more socially responsible companies over those that aren't.					
I view 7-Eleven, as a company, in a positive light.					
I believe 7-Eleven to be a socially responsible company.					

Part 8: Demographics

8a) What is your age?

- Less than 18 years old
- 18-24 years old
- 25-34 years old
- 35-45 years old
- More than 45 years old

8b) What is your gender?

- Male
- Female

8c) What is your marital status?

- Single
- Married
- Separated/Divorced/Widowed

8d) Do you have a child/children?

- Yes
- No

8e) What is the highest level of education you have attained?
***Note: If you are currently studying, please select the education level you are currently pursuing).**

- Lower than a High School Diploma
- High School Diploma
- Vocational Degree
- Bachelor Degree
- Masters Degree
- Doctorate Degree

8f) What is your main occupation?

- Student
- Company Employee
- Government Employee
- Business Owner
- Housewife
- Unemployed/Retiree

8g) What is your personal monthly income range?

- Less than 20,000 baht
- 20,000 – 29,999 baht
- 25,000 – 39,999 baht
- 35,000 – 49,999 baht
- 45,000 – 59,999 baht
- More than 60,000 baht

8h) Are you currently residing in Bangkok?

- Yes
- No

BIOGRAPHY

Name	Miss Pavita Sangruengkit
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Educational Attainment	2015-2017: Masters in Marketing, Thammasat University
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Work Experiences	Business Development Executive Hivesters (2015)
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